

INTRODUCING MOBKOI OFFSET:

A GREENER FUTURE FOR  
MOBILE ADVERTISING

In today's rapidly changing world, the need to address climate change and reduce carbon emissions has become more crucial than ever before. As brands take on the responsibility of sustainability, MOBKOI is at the forefront of the movement, offering comprehensive emissions measurement and optimization solutions, paving the way for a net-zero digital ad ecosystem.



THE DRIVING FORCES BEHIND  
EMISSIONS MEASUREMENT

Carbon Reporting Regulations: Governments and international bodies are increasingly imposing stringent carbon reporting regulations, requiring brands to disclose their emissions and demonstrate concrete plans for decarbonization.

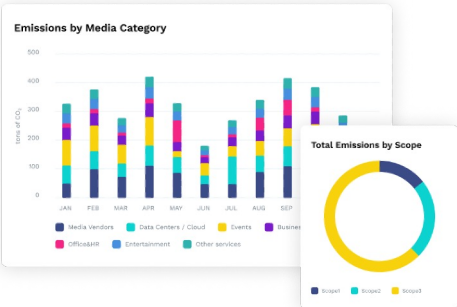
BRANDS THAT GARNER MORE THAN  
HALF OF THEIR SALES FROM PRODUCTS  
MAKING ESG-RELATED CLAIMS ENJOY  
32 TO 34 PERCENT REPEAT RATES.

Source - McKinsey\*

MOBKOI AND CEDARA:

YOUR PARTNERS IN AD DECARBONIZATION

MOBKOI has forged a strategic partnership with Cedara, a leading sustainability technology provider and Carbon Intelligence Platform, to deliver a clear path to helping clients' achieve net-zero ad campaigns. The combined solution offers the tools and expertise necessary to navigate the complexities of sustainability and embrace environmentally friendly digital ad practices.



COMPREHENSIVE EMISSIONS  
MEASUREMENT AND OPTIMIZATION

We provide a detailed map of scope 1, 2, and 3 emissions, enabling brands to understand the carbon impact of their ad campaigns, compared across granular categories. This information empowers companies to identify potential reduction opportunities.

EMISSIONS TRANSPARENCY FOR  
AGENCY AND BRAND PARTNERS

MOBKOI ensures transparency and provides detailed emissions analytics across campaigns. Brands and agencies gain a clear understanding of their carbon footprint associated with specific advertising activities.

Import Campaign Activity Data				Search vendor	Q
CAMPAIGN NAME	ADVERTISER	FLIGHT	TOTAL EMISSIONS		
Campaign 1		28 Jun 2022 - 31 Aug 2022	22.44 tons CO <sub>2</sub> e		
Campaign 2		14 Jul 2022 - 31 Aug 2022	11.90 tons CO <sub>2</sub> e		
Campaign 3		30 Jun 2022 - 31 Aug 2022	27.84 tons CO <sub>2</sub> e		
Campaign 4		23 Feb 2022 - 06 Sep 2022	42.29 tons CO <sub>2</sub> e		
Campaign 5		10 Jul 2022 - 06 Aug 2022	10.90 tons CO <sub>2</sub> e		
Campaign 6		13 Jul 2022 - 27 Sep 2022	33.44 tons CO <sub>2</sub> e		
Campaign 7		18 Jul 2022 - 08 Sep 2022	14.64 tons CO <sub>2</sub> e		
Campaign 8		12 Jul 2022 - 06 Sep 2022	32.21 tons CO <sub>2</sub> e		
Campaign 9		03 Jul 2022 - 18 Sep 2022	11.65 tons CO <sub>2</sub> e		



REGULAR, DETAILED NET-ZERO  
PROGRESS TRACKING

Our solution allows brands to track their net-zero progress at campaign completion, facilitating commitments to environmental, social, and corporate governance efforts at the corporate level.

OUR UNIQUE OFFERINGS:



ACCURATE CARBON FOOTPRINT MODELING:

MOBKOI accurately models carbon emissions across the supply path, providing insights into the carbon footprint associated with user devices, creative types, and publishers.



SUSTAINABILITY EFFORTS TRACKING:

Brands receive a detailed report and certificate at campaign completion on their emissions, including information about reduction and offset activities. This This comprehensive data fosters accountability and supports ongoing sustainability strategies.



NET-ZERO INTELLIGENCE FOR ADVERTISERS:

We equip advertisers with the tools to offset emissions across their media investments. Our custom-built, transparent offset project reports consist of highly curated and verified initiatives.



READY TO GET STARTED?

Join MOBKOI in leading the charge towards a sustainable future. Our emissions measurement and optimization solutions empowers agencies and brands to make informed decisions, reduce the carbon footprints of digital campaigns, and actively contribute to a net-zero planet.

Contact us today at [marketing@mobkoi.com](mailto:marketing@mobkoi.com) to learn how MOBKOI can help you embrace sustainability and chart a course to net-zero emissions.

